Syllabus
Business Tech

Mission of the School of Business and Economics

"To contribute to economic and social development through the generation and dissemination of advanced knowledge and the training of professionals of excellence in the fields of administration and economics, who are distinguished by their entrepreneurial capabilities, global mindset, innovative attitude and ability to become key players in creating value and impact."

A. General Information

1. Academic Unit	School of Business and Economics					
2. Career	Global Business Administration					
3. Code	ECT 127G					
4. Location in the curriculum	Year I, Semester II					
5. Credits	8					
6. Type of Course	Mandatory	X	Elective		Optional	
7. Duration	Bimonthly		Semi-annual	X	Annual	
8. Modules per Week	Theoretical Classes	2	Practical Classes		Teaching Assistance	
9. Class Hours	Classes	68	Teaching Assistance			
10. Prerequisites	None					

Graduate Profile of Global Business Administration Graduates from Universidad del Desarrollo

"The graduate of Global Business Administration from Universidad del Desarrollo has been trained in the fields of administration and economics from a global perspective. They are capable of successfully carrying out analysis, management, and business creation tasks. They are distinguished by their entrepreneurial capacity, leadership and teamwork in multicultural contexts. Committed to the country's development, they act with integrity in their academic and professional endeavors, and are prepared to work in national and international organizations."

B. Contribution to the Graduate's Profile

The course is part of the first cycle of the curriculum called *Bachillerato* and belongs to the Business Technology area.

It seeks to introduce students to an ever-changing technological world, where it is crucial for companies to stay updated with new technological tools and techniques in order to improve their processes, gain competitive advantage and seek new opportunities. This course explores how the rapid pace of technological change drives transformations in society and the business landscape, the effects of this change on customers, and how companies can not only overcome challenges but also thrive in this new technological environment.

This course contributes to the development of the UDD's Generic Competencies of Ethical Commitment and Digital Transformation, as well as the Specific Competencies of Global Thinking, Entrepreneurship and Innovation, and Effective Communication.

C. Competencies and General Learning Outcomes developed by the Course

Generic Competencies	General Learning Outcomes
Digital Transformation	Identifies the impact of technology in the changing global business world as a tool for communication, process improvement and innovation.
Ethical Commitment	
Specific Competencies	
Global Thinking	
Entrepreneurship and Innovation	
Effective Communication	

D. Units, Content and Learning Outcomes

Units and Content	Competencies	Learning Outcomes
Unit I: The Digital World • The fourth industrial revolution and a technology-driven society. • Technology and the Global Environment: The Challenges of the Changing Pace • The effect of technology on global environments: Artificial Intelligence and other major trend shifts	*Digital Transformation* *Global Thinking*	Identifies the various elements that make up today's society and how they relate with each other through the incorporation of technology.
Unit II: Understanding Digital Literature • Technology Taxonomy: Data, Hardware, Software, Communications. • Business Technology: HR Tech, Fin Tech, Mar Tech, etc. • Technology Businesses:	*Digital Transformation* *Effective Communication* *Global Thinking*	Distinguishes the different dimensions of the human being and how these characteristics allow us to feel, learn and navigate the digital world.

Perspective, Moore's law, Current trends.		
Unit III: Data Storytelling and Visualization • Storytelling as a necessary tool for innovative technologies. • Using data as a support and how to use it effectively. • CRM: Client Relationship Management OLAP. • Tools.		Identifies Storytelling as a necessary tool for the use of innovative technology. Identifies CRM, Client Relationship Management OLAP.
Unit IV: Digital Citizenship • Navigating digital environments safely and responsibly, to interact in various spaces. • (Learning to learn) Navigating online commerce, personal digital literature and personal responsibility for your digital life.	*Ethical Engagement*	Identifies safe and responsible ways to interact in digital spaces. Identifies elements of digital literature and personal responsibility in his/her digital life.
Unit V: Technology Exploration Workshops (depending on resource availability) • Generative AI • Teachable Machines • eXtended Reality (XR) • Wireframing and Prototyping or Simulation	*Digital Transformation* *Entrepreneurship and Innovation* *Global Thinking* *Effective Communication*	Analyzes the digitalization process of companies and the changes it entails.

E. Teaching Strategies

The teaching methodology will be based on content presentation and dialogue in class, teamwork and simulations, applying what has been taught to the research that will be developed throughout the course.

Individual participation will be evaluated through multiple channels. Students will integrate readings, classes and research for the analysis of problems where they will be able to apply the acquired knowledge and tackle practical situational problems and cases.

F. Evaluation Strategies

This course will use different assessment methods in order to emphasize the students' learning process. Thus, information will be gathered at different points throughout the semester to provide feedback to the students. Similarly, students will be informed of these procedures and evaluation criteria by the teacher in charge of the course.

Students will be required to solve periodic practical exercises, which will help them to deepen their financial accounting knowledge.

Accordingly, assessments will be as follows:

Assessments
Midterm Exams
Papers
Final Exam

G. Learning Resources

Articles and documents detailed in the course schedule.